

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising:

populating a computer memory, by receiving a plurality of first search queries from a first plurality of computer users at a computer system, rewriting the plurality of first search queries into modified search queries, and mapping ones of the plurality of first search queries to corresponding modified search queries to produce a mapping in computer memory that correlates ones of the plurality of first search queries with corresponding ones of the rewritten search queries;

providing search results for the rewritten search queries to the plurality of computer users;

~~wherein populating the computer memory comprises:~~

~~receiving, at a computer system, a first search query having first content, the first content comprising a plurality of search terms forming a phrase;~~

~~rewriting the first search query, based on the phrase, into a modified search query;~~
~~and~~

~~mapping, with the computer system, the first search query to the modified search query in the memory to produce a mapping stored in the memory that correlates the first search query to the modified search query; and~~

subsequently processing a second search query received from a user who is different than the first plurality of computer users, by determining whether a portion of content from the second

query matches a portion of content from at least one of the plurality of first search queries, and executing a computerized search using one of the rewritten queries that corresponds to the query from the plurality of first search queries that includes the matching portion of content in place of the second search query; and

providing search results from processing the second search query to the second user.
including:

~~receiving the second search query having second content;~~

~~determining whether at least one portion of the second content matches the first content; and~~

~~responsive to the at least one portion of the second content matching the an first content, executing a computerized search that includes the modified search query in place of the at least one portion of second search query and returning one or more corresponding search results as responsive to the received second search query;~~

~~wherein the one portion of the second content that matches the first content is replaced by the modified search query.~~

2. (Canceled)

3. (Currently amended) The method of claim 1, further comprising:

responsive to the portion of the [[second]] content from the second query not matching [[comprising]] any portion of content from the plurality of first search queries ~~that matches the first content~~, executing a search of the received second search query.

4. (Previously Presented) The method of claim 1, wherein the memory comprises a look-up table for the mapping.

5. (Currently Amended) The method of claim 1, wherein the search of the one of the rewritten queries that corresponds to the query from the plurality of first search queries that includes the matching portion of content in place of the second search query [[modified second search query]] is executed by a backend data system.

6. (Previously Presented) The method of claim 5, wherein the backend data system is physically apart from the memory and comprises one or more databases having data to be searched.

7. (Currently amended) The method of claim 5, wherein the memory comprises a look-up table mapping the plurality of first search [[query]] queries to the modified search [[query]] queries; and

wherein the backend data system is physically apart from the memory and comprises one or more databases having data to be searched.

8. (Previously Presented) The method of claim 1, wherein the step of mapping is performed offline prior to the step of receiving the second search query; and the step of executing the search is performed online upon receiving the second search query.

9. (Currently amended) The method of claim 1, wherein the step of rewriting the plurality of first search [[query]] queries into the modified search [[query]] queries comprises:

determining that a first one of the plurality of first search [[query]] queries is frequently received;

issuing the first one of the plurality of first search [[query]] queries to the backend data system to find information related to the first one of the plurality of first search [[query]] queries;

determining additional content for the first one of the plurality of first search [[query]] queries based on the related information; and

rewriting the first one of the plurality of first search [[query]] queries into a corresponding first one of the modified search [[query]] queries such that the corresponding first one of the modified search queries includes ~~having the first content and~~ the additional content.

10. (Currently Amended) The method of claim 1, wherein the step of rewriting the plurality of first search [[query]] queries into the modified search [[query]] queries comprises:

determining a ~~more common or popular~~ phrase or term that is more common or popular than [[for the first]] content of [[the]] a first one of the plurality of first search [[query]] queries; and

rewriting the first one of the plurality of first search [[query]] queries into [[the]] a first one of the modified search [[query]] queries such that the first one of the modified search queries includes ~~having the determined more common or popular~~ phrase or term in place of the [[first]] content of the first one of the plurality of first search queries.

11. (Currently amended) The method of claim 1, wherein the plurality of first queries and the second search [[queries]] query are received at a first system of a search site, and the search of the modified search query is issued by a search engine in the first system.

12. (Previously Presented) The method of claim 11, wherein the first system of the search site comprises cache memory.

13. (Previously Presented) The method of claim 11, wherein the memory is physically apart from the first system of the search site.

14. (Original) The method of claim 11, wherein the step of rewriting is performed by the first system of the search site.

15. (Original) The method of claim 14, wherein the steps of mapping and determining are performed by the first system of the search site.

16. (Previously Presented) The method of claim 14, wherein the memory is a database in a memory system of the search site, and the steps of mapping and determining are performed by the memory system.

17. (Previously Presented) The method of claim 11, wherein the memory is a database in a memory system of the search site, and the step of rewriting is performed with the memory system.

18. (Previously Presented) The method of claim 17, wherein the steps of mapping and determining are performed by the memory system.

19. (Original) The method of claim 17, wherein the steps of mapping and determining are performed by the first system of the search site.

20. (Previously Presented) The method of claim 1, wherein the memory comprises a memory chip.

21. (Previously Presented) The method of claim 1, wherein the memory comprises a disk-storage memory device.

22. (Currently amended) The method of claim 1, wherein the step of rewriting the plurality of first search [[query]] queries into the modified search [[query]] queries comprises:

determining an additional phrase or term for [[the first]] content of [[the]] a first one of the first plurality of search [[query]] queries; and

augmenting the first one of the plurality of first search [[query]] queries to include
[[with]] the additional phrase or term.

23. (Currently Amended) A computer-readable storage device having computer-executable instructions contained therein for performing a method, the method comprising:

populating a computer memory, by receiving a plurality of first search queries from a first plurality of computer users at a computer system, rewriting the plurality of first search queries into modified search queries, and mapping ones of the plurality of first search queries to corresponding modified search queries to produce a mapping in computer memory that correlates ones of the plurality of first search queries with corresponding ones of the rewritten search queries;

providing search results for the rewritten search queries to the plurality of computer users;

~~wherein populating the computer memory comprises:~~

~~receiving at a computer system a first search query having first content, the first content comprising a plurality of search terms forming a phrase;~~

~~rewriting the first search query, based on the phrase, into a modified search query;~~
~~and~~

~~mapping, with the computer system, the first search query to the modified search query in the memory to produce a mapping stored in the memory that correlates the first search query to the modified search query; and~~

subsequently processing a second search query received from a user who is different than the first plurality of computer users, by determining whether a portion of content from the second query matches a portion of content from at least one of the plurality of first search queries, and executing a computerized search using one of the rewritten queries that corresponds to the query

from the plurality of first search queries that includes the matching portion of content in place of the second search query; and

providing search results from processing the second search query to the second user.
including:

~~receiving the second search query having second content;~~

~~determining whether at least one portion of the second content matches the first content; and~~

~~in response to the at least one portion of the second content matching the first content, issuing a computerized search that includes the modified search query in place of the at least one portion of the second search query, to a backend data system to return one or more corresponding search results as responsive to the received second search query,~~

~~wherein the one portion of the second content that matches the first content is replaced by the modified search query.~~

24. (Canceled)

25. (Currently Amended) The computer-readable storage device of claim 23, wherein the method further comprises:

issuing a search of the received second search query to the backend search system in response to the portion of the [[second]] content from the second query not matching [[comprising]] any portion of content from the plurality of first search queries ~~that matches the first content.~~

26. (Currently amended) The computer-readable storage device of claim 23, wherein mapping the plurality of first search [[query]] queries to the modified search [[query]] queries in the memory comprises generating a look-up table for the mapping.

27. (Previously Presented) The computer-readable storage device of claim 23, wherein the mapping is configured to run offline prior to the step of receiving the second search query; and the issuing the search is configured to run online upon receiving the second search query.

28. (Currently amended) The computer-readable storage device of claim 23, wherein rewriting the plurality of first search [[query]] queries into the modified search [[query]] queries comprises:

determining that a first one of the plurality of first search [[query]] queries is frequently received;

issuing the first one of the plurality of first search [[query]] queries to the backend data system to find information related to the first one of the plurality of first search [[query]] queries;

determining additional content for the first one of the plurality of first search [[query]] queries based on the related information; and

rewriting the first one of the plurality of first search [[query]] queries into a corresponding first one of the modified search [[query]] queries such that the corresponding first one of the modified search queries includes having the first content and the additional content.

29. (Currently amended) The computer-readable storage device of claim 23, wherein rewriting the plurality of first search [[query]] queries into the modified search [[query]] queries comprises:

determining a ~~more common or popular~~ phrase or term that is more common or popular than [[for the first]] content of [[the]] a first one of the plurality of first search [[query]] queries; and

rewriting the first one of the plurality of first search [[query]] queries into [[the]] a first one of the modified search [[query]] queries such that the first one of the modified search queries includes having the determined ~~more common or popular~~ phrase or term in place of the [[first]] content of the first one of the plurality of first search queries.

30. (Currently amended) The computer-readable storage device of claim 23, wherein rewriting the plurality of first search [[query]] queries into the modified search [[query]] queries comprises:

determining an additional phrase or term for [[the first]] content of [[the]] a first one of the first plurality of search [[query]] queries; and

augmenting the first one of the plurality of first search [[query]] queries to include [[with]] the additional phrase or term.

31. (Currently amended) A method comprising:

populating a computer memory, wherein populating the computer memory comprises:

receiving at a computer system search interface a plurality of instances of a first search query having a first plurality of search terms forming a phrase;

determining an indicator of frequency with which the first search query has been received at the search interface;

when the first search query is determined, based on the indicator of frequency, to be among a group of most frequently received queries relative to other queries received at the search interface that are different than the first search query, rewriting the first search query, based on the phrase, into a modified search query having a second plurality of search terms that are different in content or order than the first plurality of search terms, and mapping, with the computer system, the first search query to the modified search query in the memory to produce a mapping stored in the memory that correlates the first search query to the modified search query; and

subsequently processing a second search query including:

receiving the second search query;

determining that at least one portion of the second query matches one or more of the first plurality of search terms; and

executing a computerized search of the modified search query in place of the at least one portion of the second search query, and returning one or more corresponding search results as responsive to the received second search query, wherein the at least one portion of the second query that matches the one or more of the first plurality of search terms is replaced by the modified search query.

32. (Withdrawn) A computer-implemented method comprising:

receiving from a plurality of different users, at a search interface, a first search query having a first content;

rewriting the first search query into a modified search query;

executing a search of the first search query to produce a first set of results, and executing a search of the modified search query to produce a second set of results;

providing the first set of results to a first subset of the plurality of different users, providing the second set of results to a second subset of the plurality of different users that is different than the first subset, and tracking responses to the first set of results and the second set of results;

when tracked responses to the first set of results and second set of results indicate a user-preference for the second set of results, mapping the first search query to the modified search query in a memory;

receiving a second search query having a second content;

determining whether at least a portion of the second content matches the first content;

in response to a determination that the least one portion of the second content matches the first content, substituting the modified search query for the at least one portion of the second content to form a modified second search query; and

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issuing a search of the modified second search query having the substituted modified search query to return one or more search results.